

**B.Com.: Semester-VI**  
**DSE-4**

**BCR612: CONSUMER BEHAVIOR**

Teaching Scheme	Examination Scheme
Lectures: 3hrs/Week	Class Test –12Marks
Tutorials: 1 hr/Week	Teachers Assessment – 6Marks
Credits: 4	Attendance – 12 Marks
	End Semester Exam – 70 Marks

**Course Objective**

The basic objective of this course is to develop and understanding about the many aspects of consumer behaviour and its applications in marketing.

**Course Learning Outcomes**

After completing the course, the student shall be able to:

- CO1: identify the dynamics of human behaviour and the basic factors that influence the consumer's decision process.
- CO2: explore and compare the core theories of consumer behaviour in both consumer and organisational markets.
- CO3: appraise models of Consumer Behaviour and determine their relevance to marketing situations.
- CO4: apply knowledge acquired on consumer behavior and marketing research by using selected marketing research techniques to analyse consumer behaviour.
- CO5: explore how marketing tactics are used to influence consumer behavior and used for marketing management decisions.
- CO6: assess the components and stage of the group decision-making process.

**Unit I: Introduction to Consumer Behaviour**

Introduction to CB: Difference between consumer & Customer, Meaning, nature, applications & scope; Specific Models of Consumer behavior: -Economic Man, Sociological, Psychoanalysis, Nicosia and Harvard Sheth Model.

**Unit II: Determinants of Consumer Behavior**

Individual determinants of Consumer Behavior: Motivation, Consumer Perception, Learning, Attitude, Personality, Self-concept. External Influences on Consumer Behavior: Culture, Subcultures, Social Class, Reference Group and Family Influences.

**Unit III: Industrial Buying Behaviour**

Industrial Buying Behaviour: Industrial Marketing, Differences between Industrial Markets and Consumer Markets. Differences between Organizational Buying Process and Consumer Decision Process;

**Unit IV: Family Buying Behaviour**

Celebrities as Reference group, Concept of family and family life-cycle, Family Buying Decisions.

**Unit V: Online Buying**

Online Consumer Buying, Consumer experience, Online customer journey, consumer touch point; Rural Consumer Buying.

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### Suggested Readings

- Belch, G. E., M. A. Belch and Purani K. (2009), Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw Hill Education.
- Buskirk, R. A. B. D. Buskirk, F. A. Russell (1988), Selling: Principles and Practices, McGraw-Hill.
- Gupta, Ruchi (2017), Advertising. Scholar Tech Press.
- Futrell, Charles (2013), Fundamentals of Selling, McGraw Hill Education.
- Kapoor, Neeru. Advertising and Personal Selling. Pinnacle Learning
- Sharma, Kavita (2018), Advertising: Planning and Decision Making, Taxmann Publication Pvt. Ltd.

### Additional Readings

- Castleberry, S.B. and Tanner, J. F. (2013), Selling: Building Relationships, McGraw Hill Education.
- Shah, Kruti and A. D'Souza (2008), Advertising and Promotions: An IMC Perspective, McGraw Hill Education.

Note: Latest edition of the books should be used.

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